

## Message Text

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PAGE 01 ROME 09780 161628Z

62

ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 004345

R 161410Z JUL 74

FM AMEMBASSY ROME

TO SECSTATE WASHDC 5952

INFO AMCONSUL MILAN

AMEMBASSY ATHENS

AMEMBASSY BERN

UNCLAS ROME 9780

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: HOSPITAL EQUIPMENT AND SYSTEMS TRADE MISSION - ITALY DATES

REF.: DEPT.'S A-5346

1. COUNTRY COMMERCIAL PROGRAM NOW HAS SCHEDULED A ROME SPECIAL PROMOTION IN SUPPORT OF THE MTC EXHIBITION OF POWER SOURCES EQUIPMENT. THE MTC EXHIBITION IS SCHEDULED FOR FEBRUARY 8-12, 1975 MEANTIME THAT THE SPECIAL PROMOTION WOULD TAKE PLACE ON FEBRUARY 7. SUGGESTED TRADE MISSION DATES ARE FEBRUARY 8-13, CONSEQUENTLY WE HAVE A CONFLICT. WE CANNOT DO BOTH PROPERLY.

2. HOWEVER, WE ARE ANXIOUS TO DO BOTH THE TRADE MISSION AND THE SPECIAL PROMOTION SINCE BOTH HAVE EXCELLENT POTENTIAL IN ROME. UNFORTUNATELY THERE IS NO GOOD ALTERNATIVE CITY TO SUBSTITUTE FOR ROME. THEREFORE WE WOULD LIKE TO SEE THE TRADE MISSION DATES MOVED TO APRIL (MARCH 31 IS EASTER MONDAY AND APRIL 25 IS AN ITALIAN HOLIDAY, SO SCHEDULING SHOULD AVOID THOSE DATES).

3. IN ATTEMPTING TO RESCHEDULE FOR ROME, DEPARTMENT SHOULD BEAR IN MIND THAT TWO DAYS WOULD BE SUFFICIENT FOR ROME. THE MISSION SHOULD PLAN ON A ONE HALF DAY SEMINAR TO BEGIN, FOLLOWED BY 1 1/2 OF APPOINTMENTS. OUR EXPERIENCE IS THAT A SEMINAR TYPE PRESENTATION PAYS OFF BEING WELL IN ATTRACTING CUSTOMERS. IDEALLY MONDAYS AND FRIDAYS SHOULD NOT BE SCHEDULED AS WORKDAYS

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BECAUSE OF THE PROPENSITY HERE TO STRETCH WEEKENDS.VOLPE

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